

weeks	module	Date	Time	Theme	Hours	Garant	Support	Guest	Guest
				The role of Marketing and Importance of Evidence Based approach					
1	1	9/11/26	9.00 - 17.00	Evidence Based Marketing: Introduction and Laws	8	Sarvas	Hlavackova	Mark + UL	Magda
		9/12/26	9.00 - 15.00	Evidence Based Marketing Principles and consequences for Marketing	6	Sarvas	Hlavackova	Steffen Execution	
2	2	10/2/26	9.00 - 17.00	Marketing Framework: Market Orientation, Strategy, Tactics & Effectivness	8	Sämman	Karasek	Koen	
		10/3/26	9.00 - 15.00	Marketing Planning, Execution, Tracking	6	Sämman	Sarvas/Karasek	Dale Harrison	
				Lecturers: Štefan Sarvaš, Steffen R. Sämman				Sorin	
				<i>Total hours</i>	28				
				Building Mental availability: Communication					
3	3	10/9/26	9.00 - 17.00	Communication Principles and Practice	6	Binar		Sorin	
	4			Agency Briefing	2	Binar		Darko S. - McCann	
	5	10/10/26	9.00 - 15.00	Advertising agencies: Role and their brief	4	Binar		Makilla / Cihon	
	6			Advertising research part 1	2	Sarvas			
4	7	10/23/26	9.00 - 17.00	Media Planning for attention	6	Suda	Havelka	Sorin	
				Advertising and comm research part 2	2	Sarvas	Havelka	Darko S. - McCann	
	8	10/24/26	9.00 - 15.00	P.R.	4	Stary	Havelka	Mark & Unilever / Makilla	
	9			Business Applications	2	Sarvas			
				Lecturers: Štefan Sarvaš, Steffen R. Sämman, Josef Havelka, Jan Binar, Rostislav Starý, Jan Suda					
				<i>Total hours</i>	28				
				Building Physical availability: Distribution and retail					
5	10	11/13/26	9.00 - 17.00	Shopper & Retail marketing	4	Falser	Sarvas	Makilla 21.11. afternoon	
	11			Service route to customer & Omnichannel Shopper	4	Petrina	Nuttal		
	12	11/14/26	9.00 - 15.00	Customer Centricity	6	Sämman	Karasek	Vodak	
6	13	12/4/26	9.00 - 17.00	Inovace	6	Sarvas	Roman Siser	Juraček	
	14							5.12. Roman Siser Skoda inovace (1-3pm)	
				Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek					
				<i>Total hours</i>	20				
				Building Portfolio availability: Innovation, Pricing and Service Design					
7	15	1/15/27	9.00 - 17.00	Pricing Power, Brand Power and Pricing approaches	8	Sämman	Sarvas, Karasek	Mary K.	
	16	1/16/27	9.00 - 15.00	Shopper research	4	Sarvas	Falzer		
	17			Behavioral approaches and creating demand and price acceptance	2	Sarvas	Klouckova		
8	18	1/29/27	9.00 - 17.00	Legal for Marketers	4	Dolejsova Petra			
	19/20			AI and Brand Safety	4	Komenda,	Sarvaš/Pateru	Steffen: Richard Vodolan - ET Neter	Viteslav Kl
		1/30/27	9.00 - 15.00	Marketing Leaderships	4	Petrina			
				Reflections and Certificates	2	All			
				Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek, Petra Delejšová,					
				<i>Total hours</i>	28				
				Total	104				

